

ORDER



Orders
Order / Rev: 716170
Alt Order #: 06334458
Product Desc: SHERROD BROWN/SENATE
Estimate:
Flight Dates: 09/25/12 - 10/01/12
Original Date / Rev: 09/24/12 / 10/03/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Shorr, Johnson, Magnus/POL
Buying Contact:
Billing Contact:
 1831 Chestnut St. #602
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Friends of Sherrod Brown
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	33	\$54,300.00	\$46,155.00
10/01/12	10/01/12	9	\$19,050.00	\$16,192.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	33	\$54,300.00	\$46,155.00	0.00
October 2012	9	\$19,050.00	\$16,192.50	0.00
Totals	42	\$73,350.00	\$62,347.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	09/25/12	09/28/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	- TWTF - -	1:00	3	\$700.00	P-3	0.00	NM	3	\$2,100.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- TWTF - -					3	\$700.00		0.00			
E 2	WKYC	10/01/12	10/01/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M- - - - -	1:00	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M- - - - -					1	\$1,300.00		0.00			
E 3	WKYC	09/25/12	09/28/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWTF - -	1:00	6	\$1,600.00	P-3	0.00	NM	6	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- TWTF - -					6	\$1,600.00		0.00			
E 4	WKYC	10/01/12	10/01/12	M-F 7-9a Today Today Show	CM	7a-9a	M- - - - -	1:00	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M- - - - -					1	\$2,800.00		0.00			
E 5	WKYC	09/25/12	09/28/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	- TWTF - -	1:00	4	\$1,600.00	P-3	0.00	NM	4	\$6,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- TWTF - -					4	\$1,600.00		0.00			
E 6	WKYC	10/01/12	10/01/12		CM	6a-7a	M- - - - -	1:00	1	\$2,800.00	P-2	0.00	NM	0	\$0.00

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 Flight Dates: 09/25/12 - 10/01/12

Advertiser: Friends of Sherrod Brown
 Product Desc: SHERROD BROWN/SENATE
 Estimate: WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 6-7a Channel 3 News Today @ 6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	1		\$2,800.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	NKYC	10/01/12-10/07/12		M-F 6-7a	6a-7a		M-----	1:00	(\$2,800.00)	0.00	NM				
Credited															
E 7	WKYC	09/25/12	09/28/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	-TWTF--	1:00	4	\$900.00	P-3	0.00	NM	4	\$3,600.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-TWTF--	4		\$900.00		0.00						
E 8	WKYC	10/01/12	10/01/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	1:00	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	1		\$1,200.00		0.00						
E 9	WKYC	09/27/12	09/27/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	---T---	1:00	1	\$3,600.00	P-3	0.00	NM	1	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	---T---	1		\$3,600.00		0.00						
E 10	WKYC	10/01/12	10/01/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	1:00	1	\$4,800.00	P-2	0.00	NM	1	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	1		\$4,800.00		0.00						
E 11	WKYC	09/29/12	09/29/12	Sat 7-8p Sat 7-8p	CM	7-8p	-----S-	1:00	1	\$1,000.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S-	1		\$1,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	NKYC	09/24/12-09/30/12		Sat 7-8p	7-8p		-----Sa--	1:00	(\$1,000.00)	0.00	NM				
Credited															
E 12	WKYC	09/25/12	09/28/12	M-F 730-8p Entertainment Tonight	CM	730-8p	-TWTF--	1:00	4	\$2,400.00	P-3	0.00	NM	4	\$9,600.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-TWTF--	4		\$2,400.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	NKYC	09/24/12-09/30/12		M-F 730-8p	730-8p		-TWThF----	1:00	(\$2,400.00)	0.00	NM				
See MG 12.5 [Prgm Change]															
5	NKYC	10/01/12-10/01/12		M-F 730-8p	730-8p		M-----	1:00	\$2,400.00	0.00	NM				
Ⓜ MG for 12.1 09/27															
E 13	WKYC	09/25/12	09/28/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	-TWTF--	1:00	4	\$750.00	P-3	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-TWTF--	4		\$750.00		0.00						
E 14	WKYC	10/01/12	10/01/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	M-----	1:00	1	\$950.00	P-2	0.00	NM	1	\$950.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	1		\$950.00		0.00						
E 15	WKYC	09/25/12	09/28/12	Tonight Show Tonight Show	CM	1135p-1237a	-TWTF--	1:00	4	\$1,600.00	P-3	0.00	NM	4	\$6,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-TWTF--	4		\$1,600.00		0.00						
E 16	WKYC	10/01/12	10/01/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	1:00	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	1		\$2,400.00		0.00						

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 Estimate:

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	WKYC	09/25/12	09/28/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	- TWTF - -	1:00	3	\$3,600.00	P-3	0.00	NM	3	\$10,800.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- TWTF - -	3		\$3,600.00		0.00						
E 18	WKYC	09/30/12	09/30/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	- - - - - S	1:00	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- - - - - S	1		\$1,600.00		0.00						
E 19	WKYC	09/29/12	09/29/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	- - - - - S-	1:00	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- - - - - S-	1		\$1,600.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	NKYC	09/24/12-09/30/12		SAT TDY	7a-9a		- - - - - Sa - -	1:00	(\$1,600.00)		0.00	NM			
See MG 19.2 [Prgm Change]															
2	NKYC	10/01/12-10/01/12		M-F 7-9a Today	7a-9a		M - - - - - - -	1:00	\$1,600.00		0.00	NM			
Ⓜ MG for 19.1 09/29															
E 20	WKYC	09/29/12	09/29/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	- - - - - S-	1:00	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- - - - - S-	1		\$1,600.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	NKYC	09/24/12-09/30/12		Sat 9-1030a	9a-1030a		- - - - - Sa - -	1:00	(\$1,600.00)		0.00	NM			
See MG 20.2 [Prgm Change]															
2	NKYC	10/01/12-10/01/12		M-F 6-7a	6a-7a		M - - - - - - -	1:00	\$1,600.00		0.00	NM			
Ⓜ MG for 20.1 09/29															
Totals													42	\$73,350.00	